To: Young, Mark
From: Evanchik, A E.
Posted: 8/15/97 9:41
Opened: 8/20/97 9:41
Subject: No Bull Work With

Mark,
On 8/11 I worked with Sales Rep Chuck Dabaghian. We did ten calls. The word, the good word, is definitely spreading about the new Winston. A lot of smokers I spoke to had tried and liked the new Winston or were very anxious to try it. The stores we covered definitely got the No Bull message across. They looked great!!! The advertising presence in the areas I have seen is outstanding!
Managers working with the Reps is a great benefit to all of us, it is an extra pair of hands to help out and an extra mouth to spread the word about Winston "No Bull".

Audrey

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Source: https://www.industrydocuments.ucsf.edu/docs/sxyn0000